



October 2009

United States
**Census
2010**



Complete Count Committee



You Told Us...

- Critical that every Missourian be counted
- Hard to reach populations – rural and Hispanic

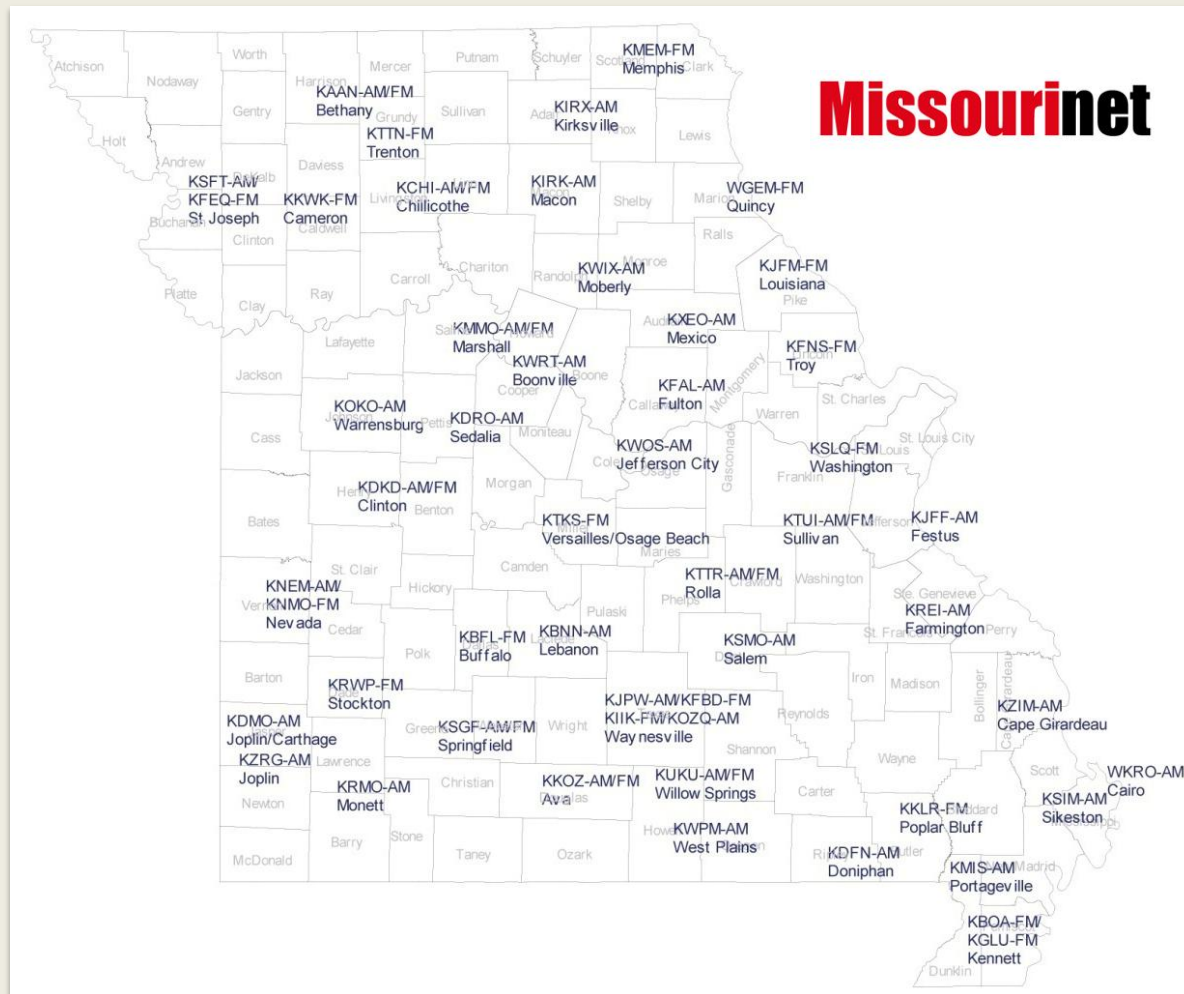


Solution... Integrated Public Outreach Campaign

- Public Relations Efforts
- Radio:

Two Phases -

- ✓ Informational (Jan 4-March 15)
- ✓ Activating (March 15-May 1)



- Guaranteed placement
- Monday-Saturday, 6 a.m.-7 p.m. -- during radio's primetime
- 4 to 1 ratio compared to the price paid for individual stations
- Award-winning creative and radio production



We Can Help!

- Radio reaches 92% of people 12+ each week
- MissouriNet reaches rural areas
- MissouriNet **IS** Missouri's statewide news network – **border-to-border coverage**
- MissouriNet's listeners span all ages, income and education demographics

We're Proud of the Company We Keep!





Complete Count Committee Media Strategy

- 17 week radio campaign
 - ✓ January 4-March 14
Informational PSA's
 - ✓ March 15-May 1
Activating PSA's



High Frequency

- Air 15 targeted radio messages each week on Missourinet per 17-week flight
- 225 total network messages per 17-week flight
- All messages air on **all** 61 stations – 15,500 local radio messages

Audience Estimates

(persons 12+, 255 messages, 17 weeks)

- Reach - 849,200
- Frequency - 12.4
- Gross Impressions - 10,557,000



Moderate Frequency

- Air 10 targeted radio messages each week on MissouriNet per 17-week flight
- 170 total network messages per 17-week flight
- All messages air on **all** 61 stations – 10,000 local radio messages

Audience Estimates

(persons 12+, 170 messages, 17 weeks)

- Reach – 816,400
- Frequency – 8.6
- Gross Impressions – 7,038,000



Low Frequency

- Air 15 targeted radio messages every other week on MissouriNet per 17-week flight
- 75 total network messages (5 weeks)
- All messages air on **all** 61 stations – 4,500 local radio messages

Audience Estimates

(persons 12+, 75 messages, 5 weeks)

- Reach – 792,500
- Frequency – 7.1
- Gross Impressions – 5,589,000



Added Value

- Missouri award-winning creative staff will create your message at no cost
- Banner ad on missourinet.com during the flight
 - ✓ Averages 1 million page views per month
 - ✓ Averages 55,000 unique visitors per month



Investment

- High Frequency:
 - ✓ \$134,385 net for 60-second radio messages
 - ✓ \$109,650 net for 30-second radio messages
- Moderate Frequency:
 - ✓ \$89,590 net for 60-second radio messages
 - ✓ \$73,100 net for 30-second radio messages
- Low Frequency:
 - ✓ \$71,145 net for 60-second radio messages
 - ✓ \$58,050 net for 30-second radio messages



Hispanic Radio Add-In

To reach the Hispanic populations in the metro areas of the state, use Hispanic-format radio stations. There are 5 Hispanic radio stations in Missouri. They are:

- KYYS-AM, Kansas City
- KCZZ-AM, Kansas City
- KDKD-AM, Kansas City
- WEW-AM, St. Louis
- KQMO-FM, Aurora



Hispanic Radio Add-In

- Air 10 targeted radio messages each week on Hispanic stations per 17-week flight
- 170 total messages
- All messages air on all 5 stations – 850 local Hispanic messages
- All messages air Monday-Saturday, 6 am – 7 pm, during radio's primetime.
- MissouriNet will translate the messages into Spanish
- Investment:
 - ✓ \$21,930 net for 60-second radio messages
 - ✓ \$14,450 net for 30-second radio messages

Audience Estimates

(persons 12+, 170 messages, 17 weeks)

- Reach – 90,300
- Frequency – 11.5
- Gross Impressions – 1,037,000

Discussion/Questions?

Thank You!

